

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

## **Tobyhanna Army Depot Pennsylvania**

# BRIEFING OUTLINE

## Tobyhanna Army Depot

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

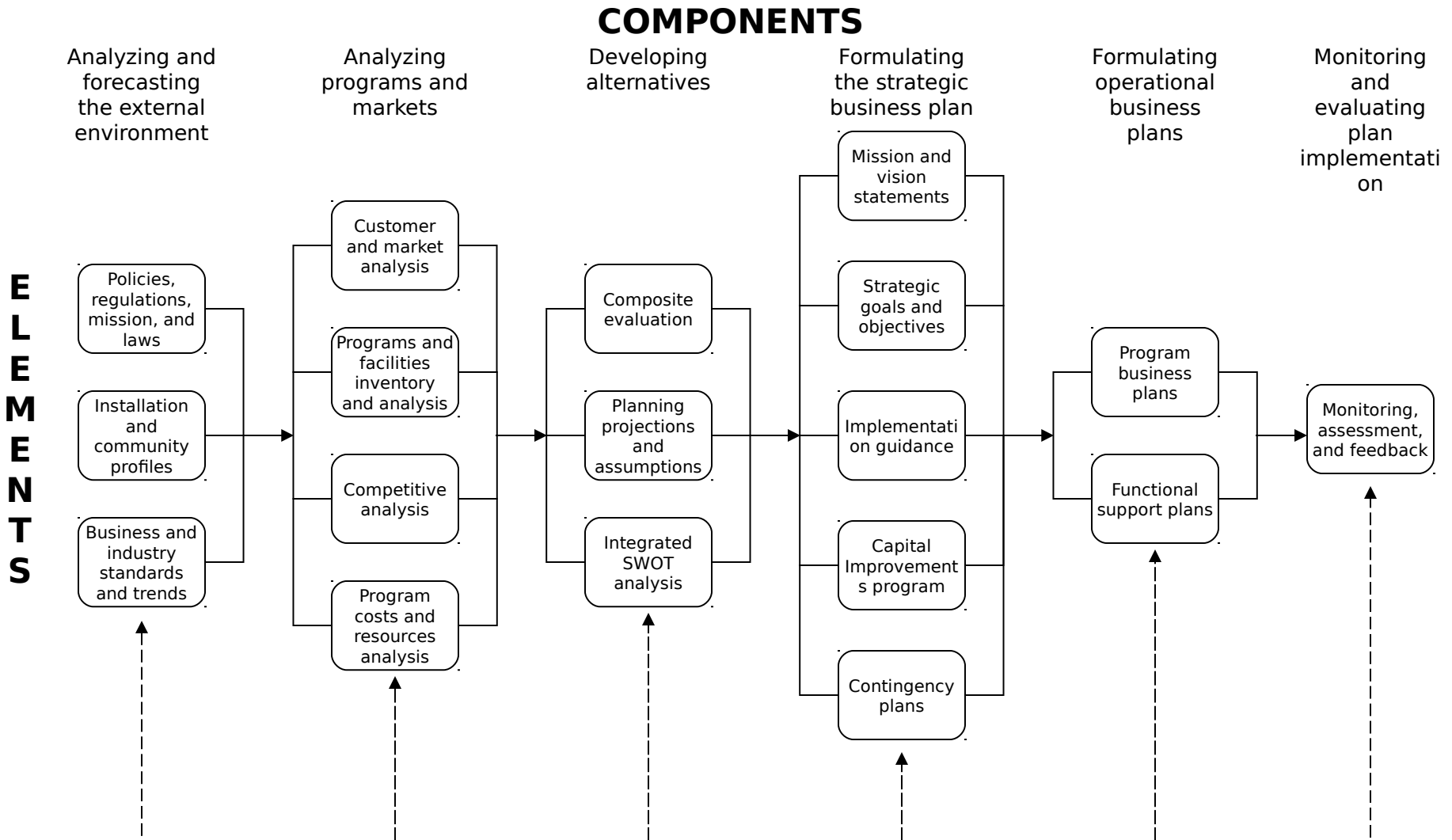
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Tobyhanna Army Depot

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

## Tobyhanna Army Depot

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,137 surveys were distributed at Tobyhanna Army Depot



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Tobyhanna Army Depot

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Tobyhanna Army Depot

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

|                        | <u>Survey<br/>Population</u> | <u>Surveys<br/>Distributed</u> | <u>Surveys<br/>Returned</u> | <u>Response<br/>Rate *</u> | <u>Confidence<br/>Interval **</u> |
|------------------------|------------------------------|--------------------------------|-----------------------------|----------------------------|-----------------------------------|
| Army:                  |                              |                                |                             |                            |                                   |
| Survey Totals          | 1,212,240                    | 249,555                        | 50,651                      | 20.91%                     | ±.43%                             |
| Tobyhanna Army Depot:  |                              |                                |                             |                            |                                   |
| Active Duty            | 58                           | 42                             | 17                          | 40.48%                     | ±19.98%                           |
| Spouses of Active Duty | 87                           | 41                             | 10                          | 24.39%                     | ±29.15%                           |
| Civilian Employees     | 3,704                        | 822                            | 297                         | 36.13%                     | ±5.45%                            |
| Retirees               | 239                          | 232                            | 75                          | 32.33%                     | ±9.37%                            |
| <b>Total</b>           | <b>4,088</b>                 | <b>1,137</b>                   | <b>399</b>                  | <b>35.09%</b>              | <b>±4.66%</b>                     |

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

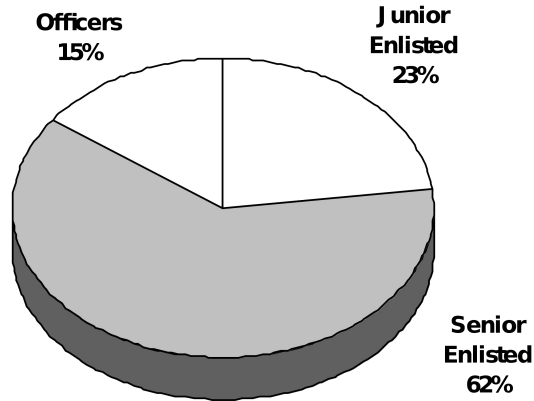
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

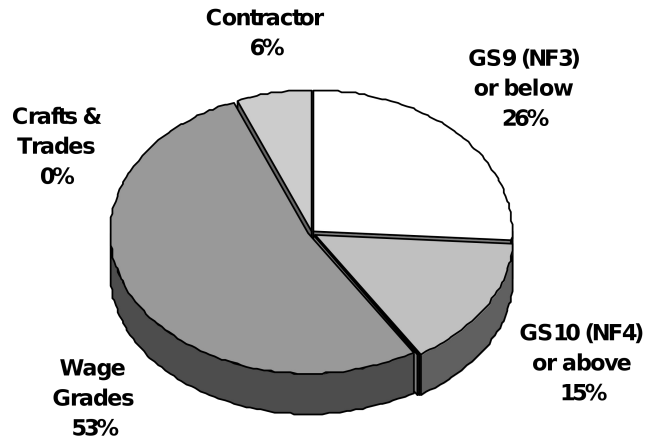
### ACTIVE DUTY

(n = 13)



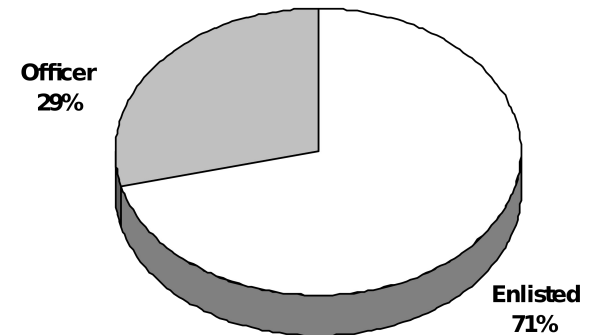
### CIVILIANS

(n = 285)



### RETIREES

(n = 48)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Tobyhanna Army Depot

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT TOBYHANNA ARMY DEPOT

Tobyhanna Army Depot

## **MOST FREQUENTLY USED FACILITIES**

|                                |     |
|--------------------------------|-----|
| Fitness Center/Gymnasium       | 48% |
| Library                        | 41% |
| ITR - Commercial Travel Agency | 25% |
| Post Picnic Area               | 23% |
| Car Wash                       | 23% |

## **LEAST FREQUENTLY USED FACILITIES**

|                          |     |
|--------------------------|-----|
| Army Lodging             | 4%  |
| Youth Center             | 8%  |
| School Age Services      | 8%  |
| Child Development Center | 10% |
| Swimming Pool            | 10% |

# MWR PROGRAMS & FACILITIES: SATISFACTION AT TOBYHANNA ARMY DEPOT\*

Tobyhanna Army Depot

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

|                          |      |
|--------------------------|------|
| Child Development Center | 4.74 |
| School Age Services      | 4.74 |
| Fitness Center/Gymnasium | 4.63 |
| Post Picnic Area         | 4.63 |
| Youth Center             | 4.61 |

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

|                           |      |
|---------------------------|------|
| Car Wash                  | 3.98 |
| Athletic Fields           | 4.23 |
| Swimming Pool             | 4.31 |
| Outdoor Recreation Center | 4.33 |
| Automotive Skills         | 4.37 |

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT TOBYHANNA ARMY DEPOT\*

Tobyhanna Army Depot

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

|                          |      |
|--------------------------|------|
| Child Development Center | 4.68 |
| Youth Center             | 4.60 |
| School Age Services      | 4.59 |
| Fitness Center/Gymnasium | 4.48 |
| Post Picnic Area         | 4.45 |

## FACILITIES WITH LOWEST QUALITY RATINGS\*

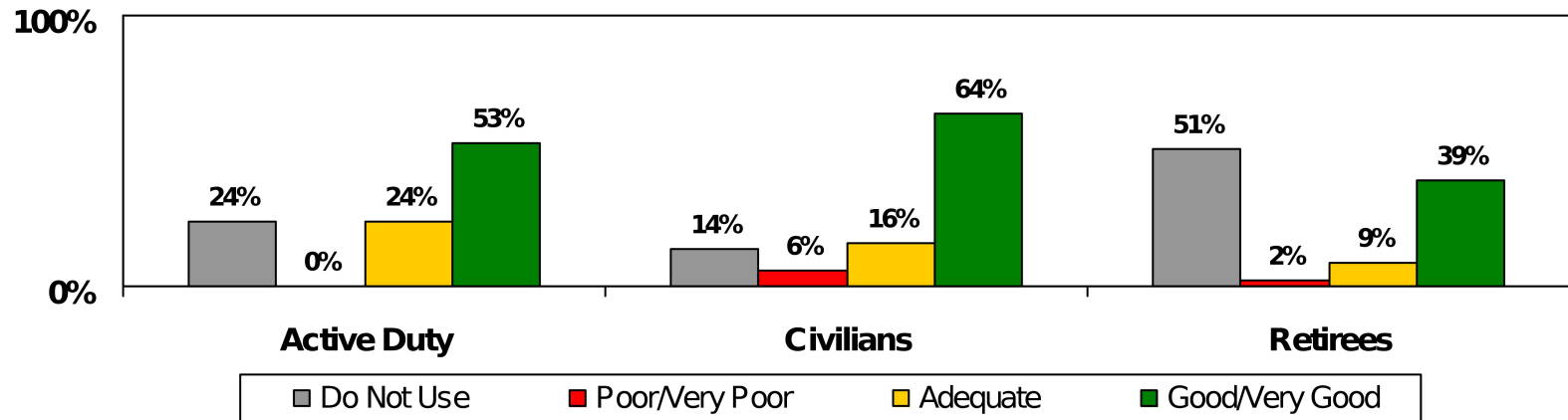
|                           |      |
|---------------------------|------|
| Car Wash                  | 3.90 |
| Swimming Pool             | 4.09 |
| Athletic Fields           | 4.09 |
| Outdoor Recreation Center | 4.16 |
| Automotive Skills         | 4.34 |

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

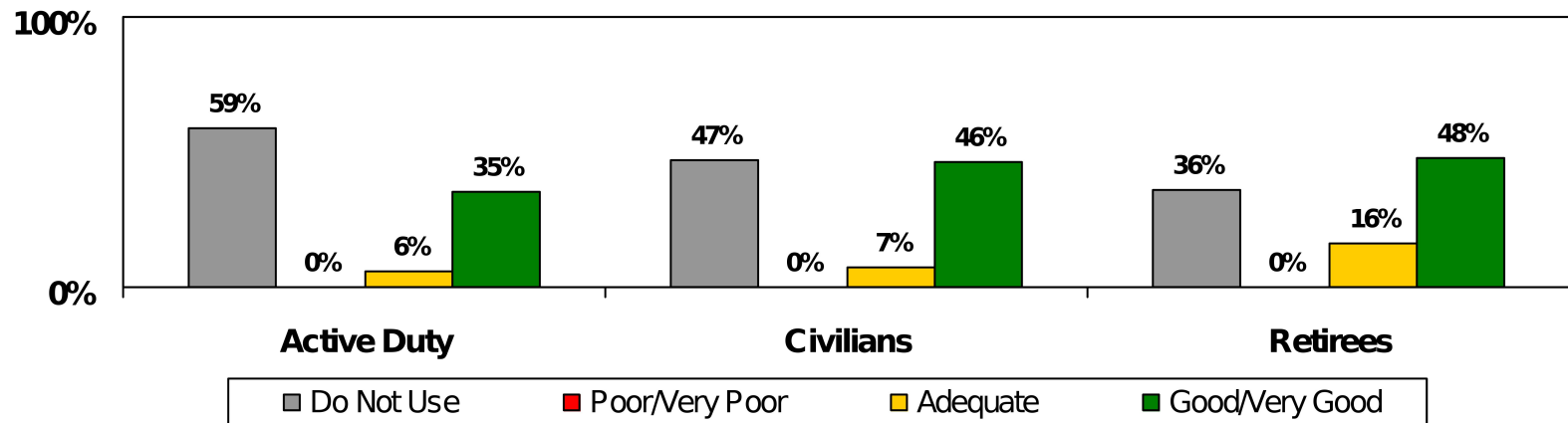
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



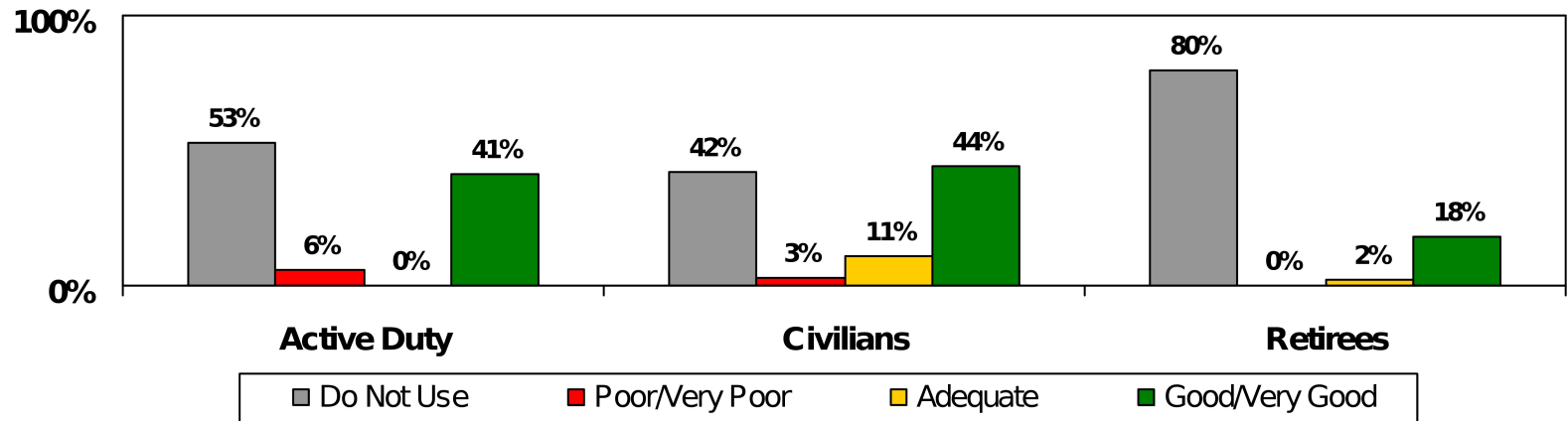
## Quality of Off-Post Services



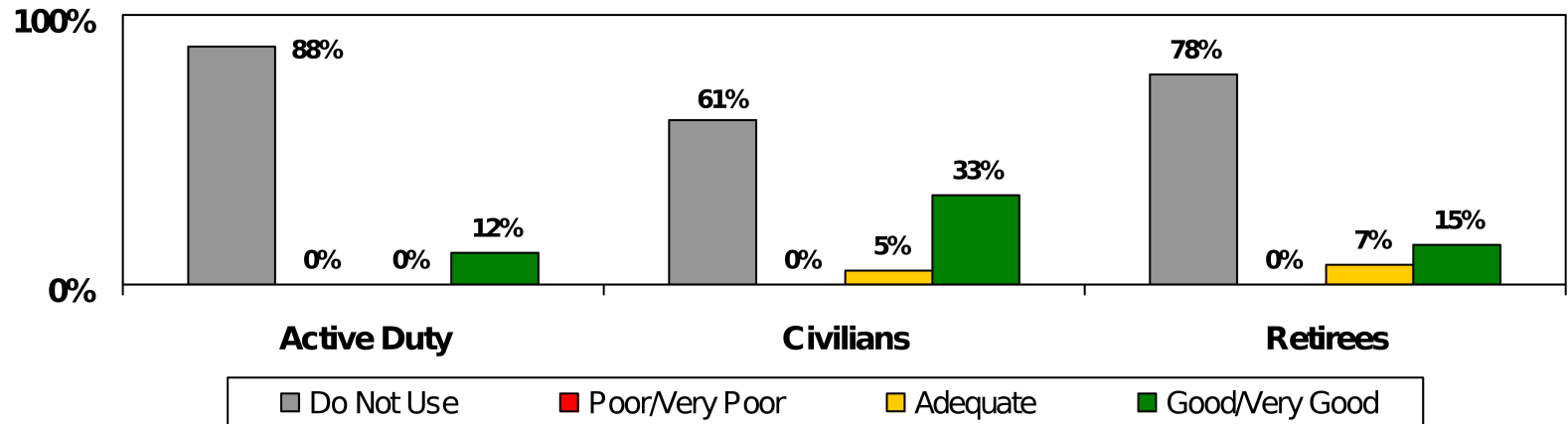
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Tobyhanna Army Depot

## Quality of On-Post Services



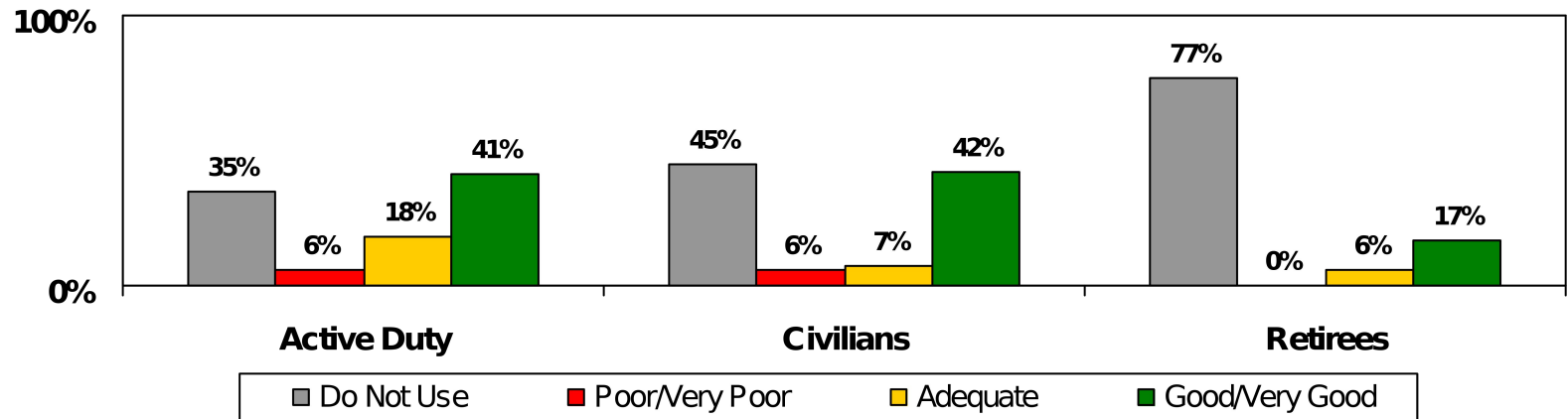
## Quality of Off-Post Services



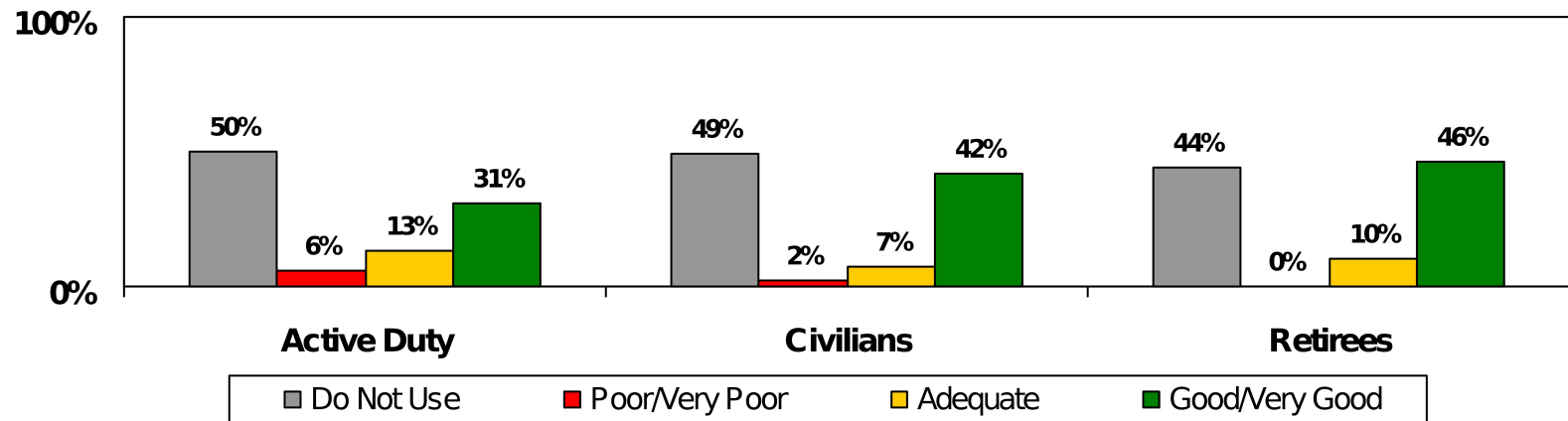
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

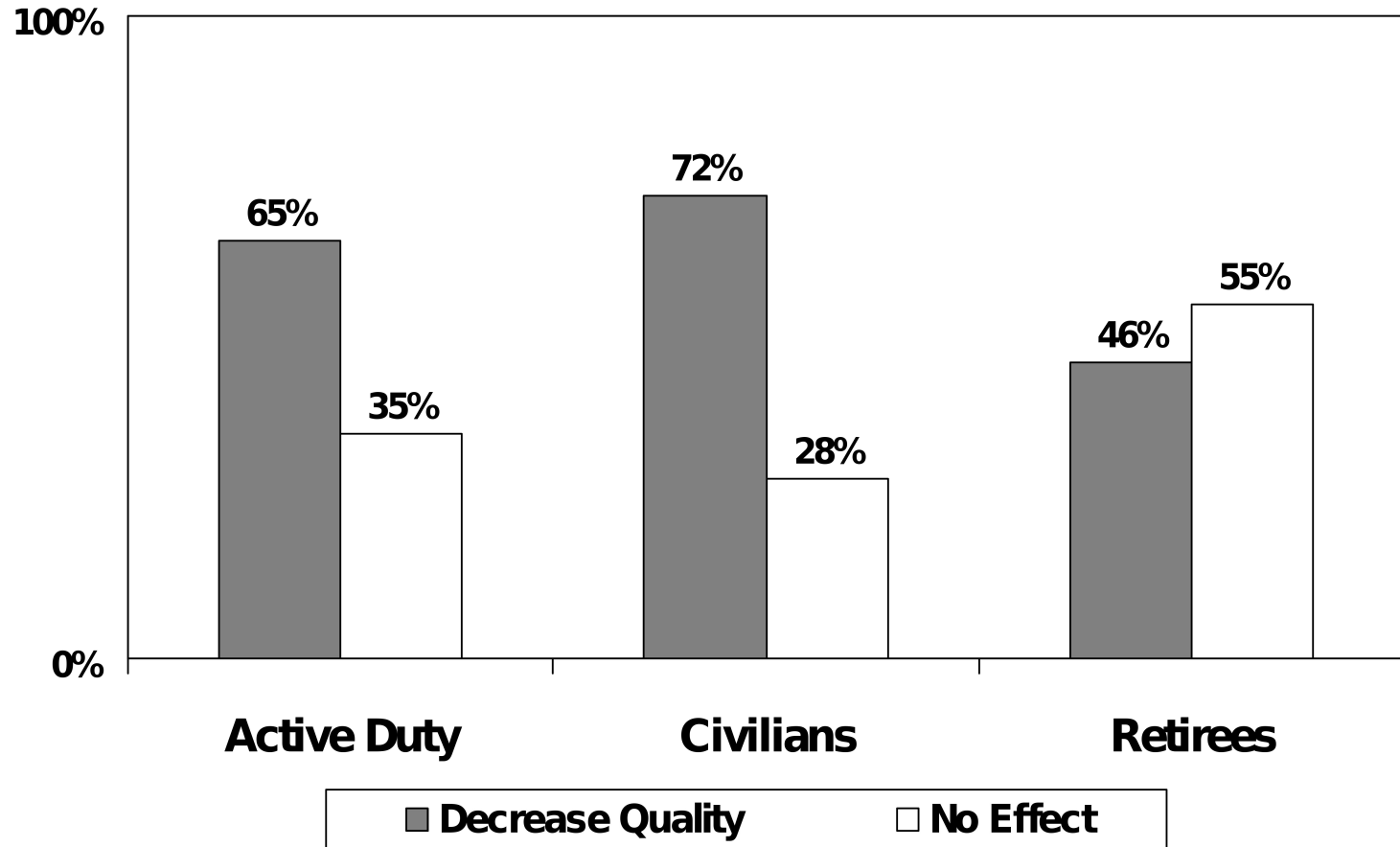


## Quality of Off-Post Services



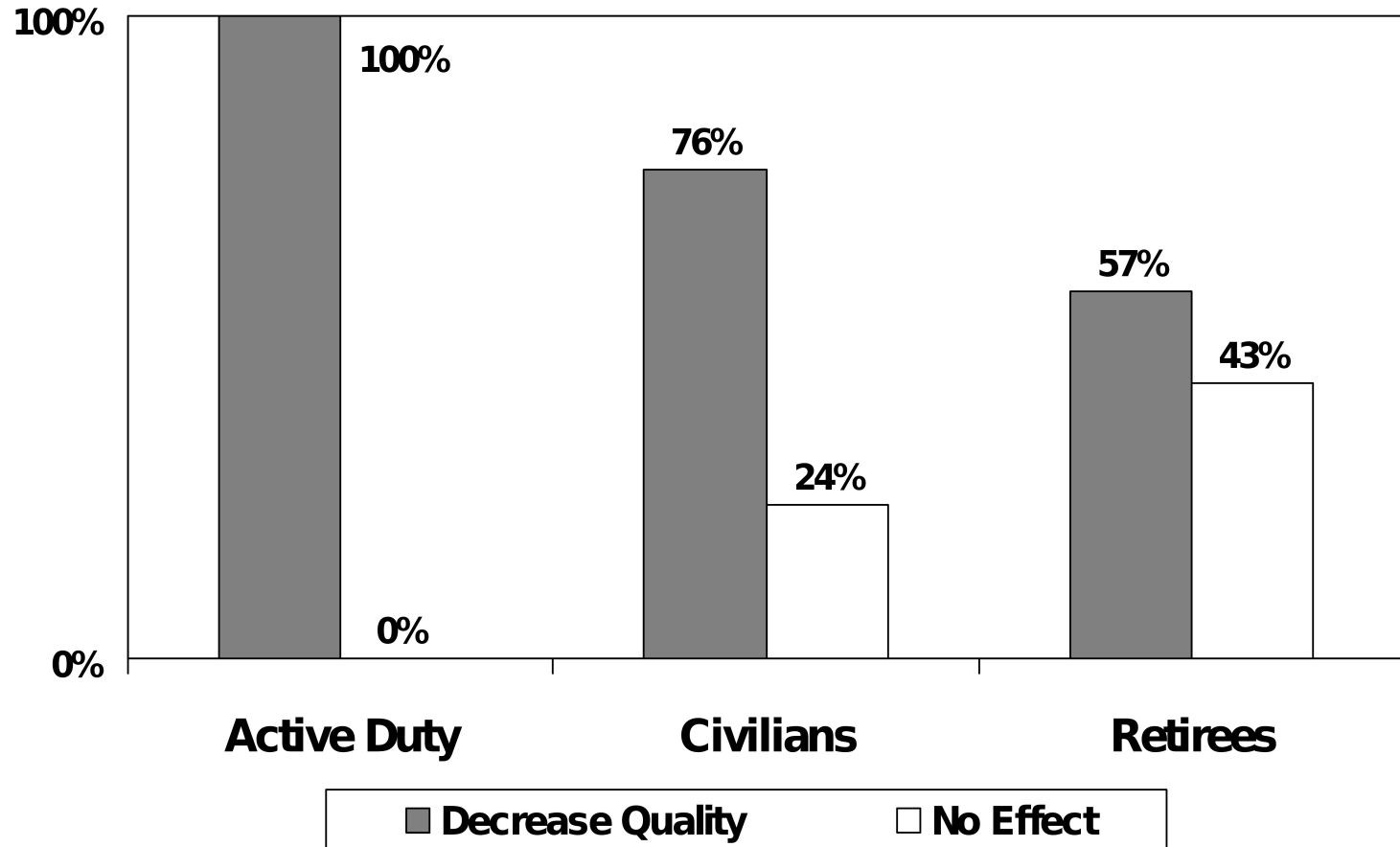
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Tobyhanna Army Depot



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Tobyhanna Army Depot

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

|                          |     |
|--------------------------|-----|
| Fitness Center/Gymnasium | 81% |
| Library                  | 62% |
| Child Development Center | 54% |
| Youth Center             | 49% |
| ITR Office               | 46% |
| Swimming Pool            | 41% |
| Army Lodging             | 40% |

|                             |     |
|-----------------------------|-----|
| RV Park                     | 61% |
| Golf Course Pro Shop        | 60% |
| Golf Course                 | 58% |
| Bowling Pro Shop            | 55% |
| Golf Course Food & Beverage | 54% |
| Marina                      | 49% |
| Bowling Center              | 47% |

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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| WHERE DO YOU GET INFORMATION?        | ACTIVE DUTY | CIVILIANS  | RETIREES   | TOTAL      |
|--------------------------------------|-------------|------------|------------|------------|
| Internet                             | 18%         | 38%        | 11%        | 35%        |
| E-mail                               | 24%         | <b>50%</b> | 13%        | 47%        |
| Friends and neighbors                | <b>35%</b>  | 23%        | 18%        | 24%        |
| Family Readiness Groups (FRGs)       | 12%         | 1%         | 2%         | 2%         |
| Bulletin boards on post              | <b>35%</b>  | <b>49%</b> | <b>34%</b> | <b>48%</b> |
| Post newspaper                       | 24%         | 48%        | <b>48%</b> | <b>48%</b> |
| MWR publications                     | <b>47%</b>  | <b>58%</b> | <b>39%</b> | <b>56%</b> |
| Radio                                | 0%          | 3%         | 0%         | 2%         |
| Television                           | 6%          | 9%         | 0%         | 8%         |
| My child(ren) let(s) me know         | 12%         | 2%         | 0%         | 3%         |
| Other unit members or co-workers     | 18%         | 35%        | 10%        | 33%        |
| Unit or post commander or supervisor | 18%         | 17%        | 2%         | 16%        |
| Marquees/billboards                  | 18%         | 9%         | 8%         | 9%         |
| Flyers                               | <b>59%</b>  | 44%        | <b>34%</b> | 44%        |
| Other                                | 0%          | 6%         | 11%        | 7%         |
| I never hear anything                | 6%          | 1%         | 15%        | 2%         |

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Tobyhanna Army Depot

| MWR PROGRAM/SERVICE                      | ACTIVE DUTY |
|--|-------------|
| Army Child and Youth Services            | 100%        |
| Better Opportunities for Single Soldiers | 0%          |
| Army Community Service                   | 83%         |
| MWR Programs and Services                | 100%        |

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Tobyhanna Army Depot

| ACS PROGRAMS                                      | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral                          | 35%       | 100%        | 0%              |
| Outreach programs                                 | 41%       | 100%        | 0%              |
| Family Readiness Groups                           | 41%       | 100%        | 0%              |
| Relocation Readiness Program                      | 47%       | 100%        | 0%              |
| Family Advocacy Program                           | 35%       | 100%        | 0%              |
| Crisis intervention                               | 24%       | 100%        | 0%              |
| Money management classes,<br>budgeting assistance | 35%       | N/A         | N/A             |
| Financial counseling, including tax<br>assistance | 29%       | N/A         | N/A             |
| Consumer information                              | 29%       | 100%        | 0%              |
| Employment Readiness Program                      | 35%       | N/A         | N/A             |
| Foster child care                                 | 12%       | N/A         | N/A             |
| Exceptional Family Member Program                 | 29%       | N/A         | N/A             |
| Army Family Team Building                         | 29%       | 100%        | 0%              |
| Army Family Action Plan                           | 35%       | 100%        | 0%              |

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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| POSITIVE* ACS IMPACTS                            | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job                         | 60%         |
| Personal job performance/readiness               | 75%         |
| Unit cohesion and teamwork                       | 50%         |
| Unit readiness                                   | 50%         |
| Relationship with my spouse                      | 75%         |
| Relationship with my children                    | 80%         |
| My family's adjustment to Army life              | 67%         |
| Family preparedness for deployments              | 75%         |
| Ability to manage my finances                    | 67%         |
| Feeling that I am part of the military community | 83%         |

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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| POSITIVE* CYS IMPACTS  | ACTIVE DUTY |
|--|-------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 100%        |
| Helps minimize lost duty/work time due to lack of child care/youth services            | 100%        |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army     | 67%         |
| Allows me to work outside my home  | 50%         |
| Allows me to work at home  | 0%          |
| Offers me an employment opportunity within the CYS program                             | 0%          |
| Allows me/my spouse to better concentrate on my/our job(s)                             | 100%        |
| Provides positive growth and development opportunities for my children                 | 100%        |

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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### No Active Duty Responses to BOSS items

| POSITIVE* BOSS IMPACTS                               | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job                             | 0%          |
| Personal job performance/readiness                   | 0%          |
| Unit cohesion and teamwork                           | 0%          |
| Unit readiness                                       | 0%          |
| Ability to manage my finances                        | 0%          |
| Feeling that I am part of the military community     | 0%          |
| Relationship with my children (single parents)       | 0%          |
| My family's adjustment to Army life (single parents) | 0%          |
| Family preparedness for deployments (single parents) | 0%          |

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Tobyhanna Army Depot

## Top 10 Leisure Activities for All Respondents

|                                     |     |
|-------------------------------------|-----|
| Watching TV, videotapes, and DVDs   | 77% |
| Going to movie theaters             | 61% |
| Multimedia (videos, DVDs, CDs)      | 59% |
| Entertaining guests at home         | 59% |
| Internet access/applications (home) | 53% |
| Special family events               | 51% |
| Attending sports events             | 51% |
| Walking                             | 50% |
| Reading                             | 47% |
| Plays/shows/concerts                | 47% |

## Top 5 for Active Duty

|                                     |     |
|-------------------------------------|-----|
| Entertaining guests at home         | 56% |
| Internet access/applications (home) | 53% |
| Automotive maintenance & repair     | 40% |
| Fishing                             | 38% |
| Cardiovascular equipment            | 36% |

## Top 5 for Civilians

|                                     |     |
|-------------------------------------|-----|
| Watching TV, videotapes, and DVDs   | 79% |
| Multimedia (videos, DVDs, CDs)      | 63% |
| Going to movie theaters             | 62% |
| Entertaining guests at home         | 59% |
| Internet access/applications (home) | 52% |

## Top 5 for Retirees

|                                     |     |
|-------------------------------------|-----|
| Watching TV, videotapes, and DVDs   | 88% |
| Entertaining guests at home         | 62% |
| Walking                             | 53% |
| Going to movie theaters             | 50% |
| Internet access/applications (home) | 49% |



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Tobyhanna Army Depot

## Team Sports

|                     |     |
|---------------------|-----|
| Softball            | 13% |
| Basketball          | 11% |
| Volleyball          | 5%  |
| Touch/flag football | 4%  |
| Soccer              | 3%  |

## Outdoor Recreation

|                                |     |
|--------------------------------|-----|
| Going to beaches/lakes         | 43% |
| Fishing                        | 33% |
| Camping/hiking/backpacking     | 29% |
| Picnicking                     | 26% |
| Bicycle riding/mountain biking | 20% |

## Social

|                             |     |
|-----------------------------|-----|
| Entertaining guests at home | 59% |
| Special family events       | 51% |
| Night clubs/lounges         | 39% |
| Happy hour/social hour      | 36% |
| Dancing                     | 31% |

## Sports and Fitness

|                          |     |
|--------------------------|-----|
| Walking                  | 50% |
| Cardiovascular equipment | 43% |
| Weight/strength training | 34% |
| Bowling                  | 23% |
| Golf                     | 22% |

## Entertainment

|                                   |     |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 77% |
| Going to movie theaters           | 61% |
| Attending sports events           | 51% |
| Plays/shows/concerts              | 47% |
| Festivals/events                  | 46% |

## Special Interests

|                                     |     |
|-------------------------------------|-----|
| Internet access/applications (home) | 53% |
| Gardening                           | 38% |
| Automotive maintenance & repair     | 33% |
| Automotive detailing/washing        | 30% |
| Computer games                      | 27% |

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Tobyhanna Army Depot

| ACTIVITIES                     | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | OVERALL<br>PARTICIPATION |
|--------------------------------|--------------------------------------|---------------------------------------|--------------------------|
| Multimedia (videos, DVDs, CDs) | 59%                                  | N/A                                   | 59%                      |
| Reading                        | 47%                                  | N/A                                   | 47%                      |
| Internet access (library)      | 38%                                  | N/A                                   | 38%                      |
| Cardiovascular equipment       | 28%                                  | 15%                                   | 43%                      |
| Reference/research services    | 27%                                  | N/A                                   | 27%                      |
| Study/self-development         | 24%                                  | N/A                                   | 24%                      |
| Walking                        | 20%                                  | 30%                                   | 50%                      |

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

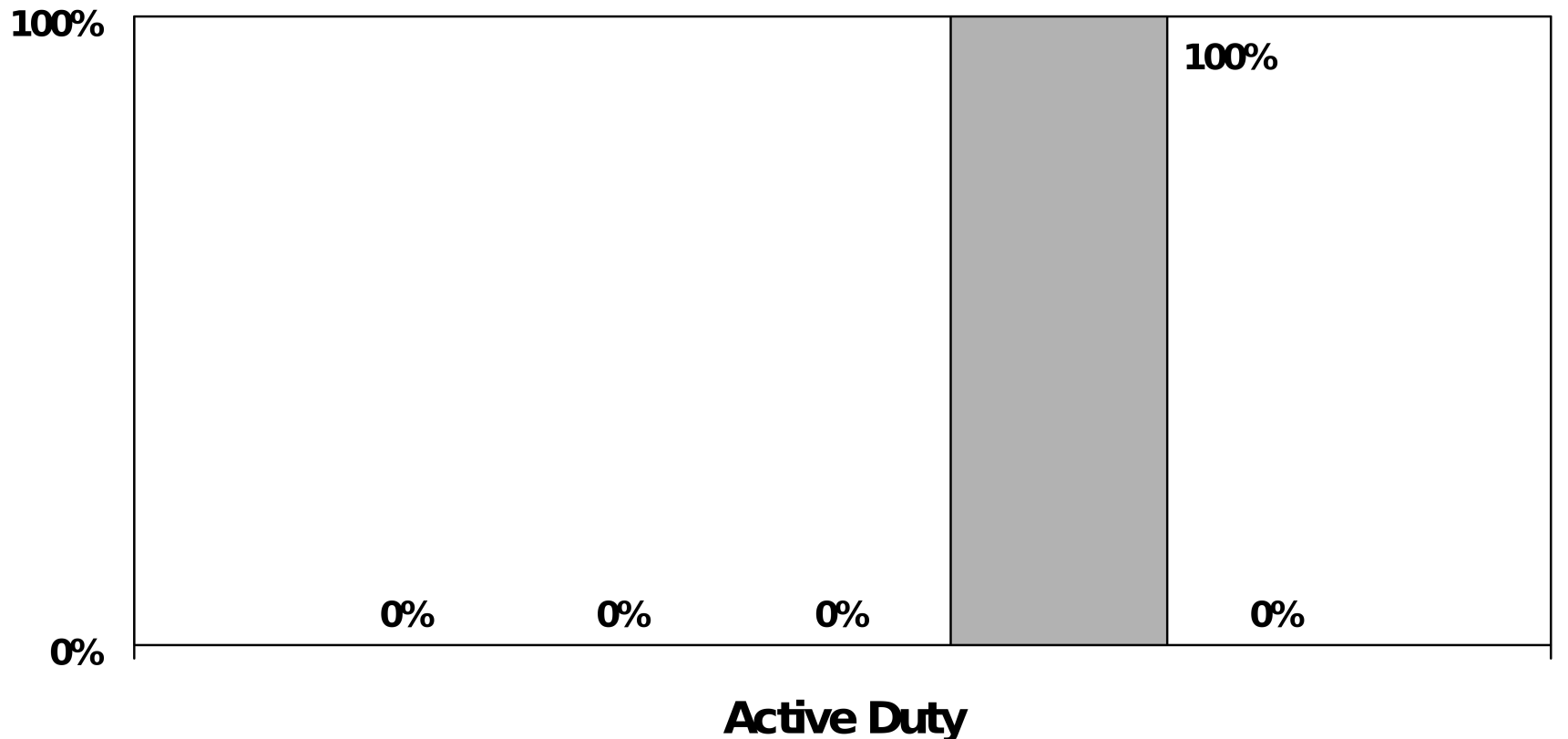
Tobyhanna Army Depot

| ACTIVITIES                          | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | PARTICIPATED<br>PRIMARILY<br>AT HOME | OVERALL<br>PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 10%                                  | 2%                                    | 41%                                  | 53%                      |
| Gardening                           | 1%                                   | 2%                                    | 36%                                  | 38%                      |
| Automotive maintenance & repair     | 10%                                  | 2%                                    | 21%                                  | 33%                      |
| Automotive detailing/washing        | 4%                                   | 5%                                    | 21%                                  | 30%                      |
| Computer games                      | 2%                                   | 1%                                    | 24%                                  | 27%                      |
| Trips/touring                       | 3%                                   | 23%                                   | 0%                                   | 26%                      |
| Digital photography                 | 1%                                   | 4%                                    | 20%                                  | 26%                      |

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

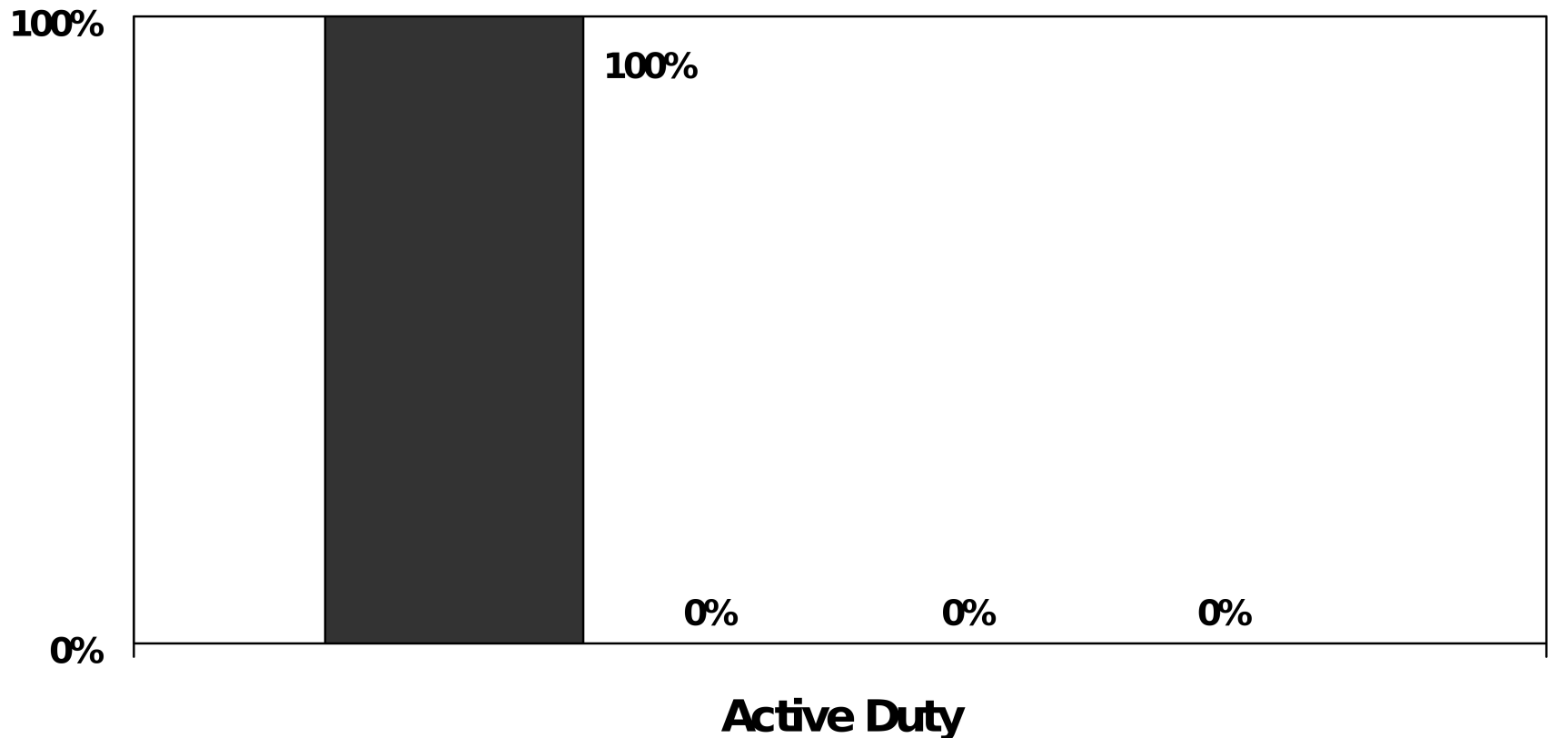
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will not make military a career          | 0%          |
| Probably will not make military a career            | 0%          |
| Undecided   | 17%         |
| Probably will make military a career                | 8%          |
| Definitely will make military a career              | 75%         |

# NEXT STEPS

## Tobyhanna Army Depot

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)